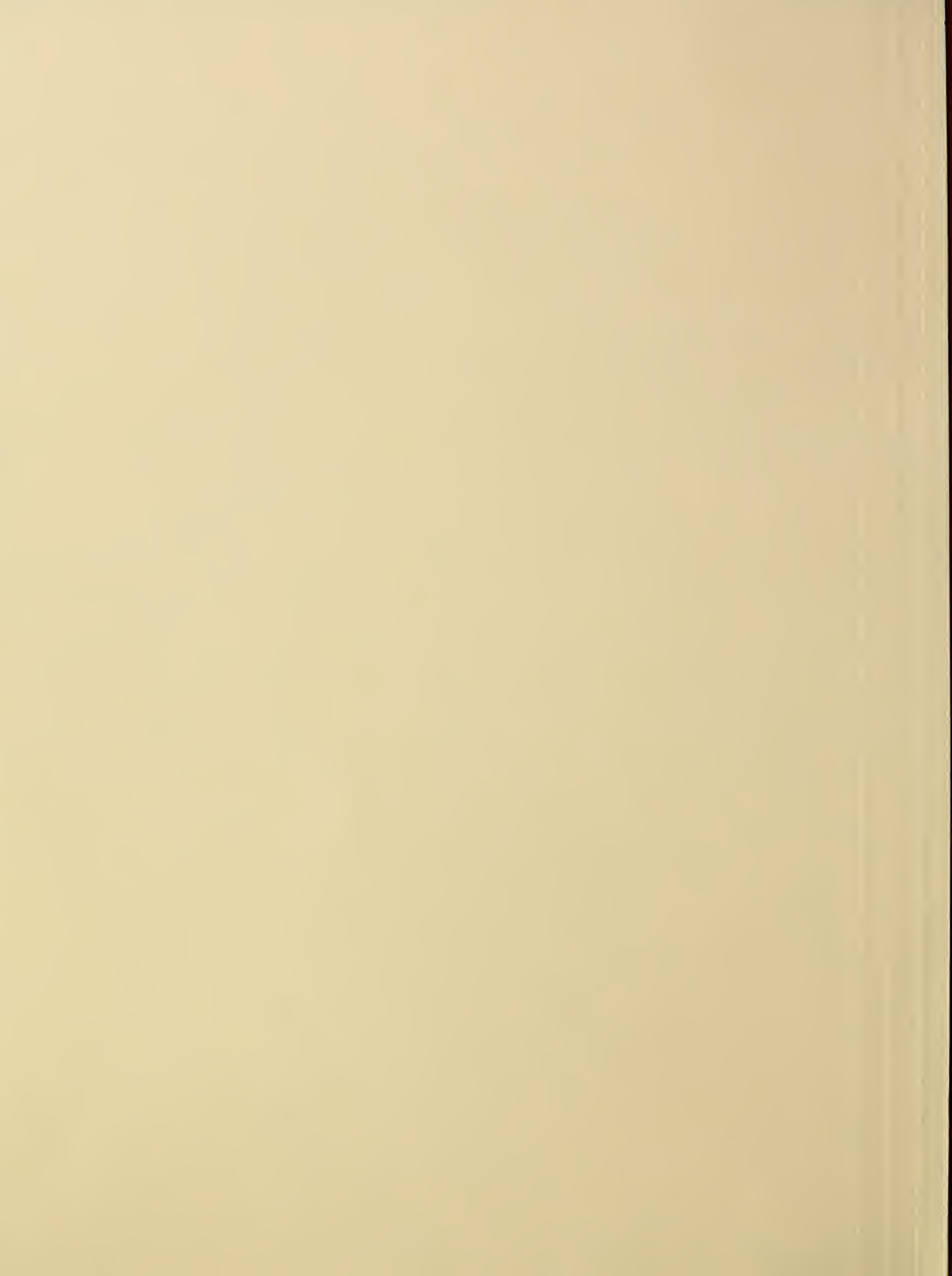


**Historic, Archive Document**

Do not assume content reflects current  
scientific knowledge, policies, or practices.



# *Extension Service* REVIEW

**D  
E  
C  
E  
M  
B  
E  
R  
  
1  
9  
3  
9**



Vol. 10 — No. 12





## AN Editorial

# Needed--- A Common Denominator

AMY KELLY, State Home Demonstration Agent, Missouri

■ "What is the most outstanding problem of the farm women in your State?" was the question put 20 years ago by a representative from the States Relations Service of Washington to a member of the home economics staff of the Agricultural Extension Service of a Western State. The home economics worker replied: "To help farm women realize that they have problems." These two people are still doing extension work—one in the Extension Service of the United States Department of Agriculture and the other as a State leader in one of the Central States. Undoubtedly, if they were to meet today, they would start discussing the same topic. Today, as 20 years ago, we find extension workers everywhere, no matter what branch of the Service they represent, whether it is the United States Department of Agriculture, a State college, or a county, struggling to find what farm people consider to be their problems and what assistance can be given toward the solution of these problems.

### Canning as an Entering Wedge

After 25 years of intensive work among rural people, there are a few general observations that can be made about farm women in respect to the way they are thinking about their problems and the way they are working, with home demonstration agents, on their problems.

The canning of nonacid foods was one of the earliest demonstrations presented to farm women. How would you like to have a demonstration on the canning of peas and beans without the use of a canning powder? How would you like to have a demonstration on the canning of meats so that a brine would not have to be used? Both of these were very popular topics presented to farm women 20 years ago. The World War influenced, to a large degree, the canning and storage of home-produced foods. Farm women everywhere have bought pressure cookers and other canning equipment so that they might can their peas, beans, and

corn. Probably more changes have been made in the homemaker's kitchen because of canning than perviously had been accomplished in years of lectures about cleanliness, sanitation, and convenient arrangement. The farm woman found that if she were to can her nonacid vegetables successfully, time was a very important element and that she must work quickly. She found that she must have her equipment and her jars absolutely clean and as nearly sterile as was possible under home conditions. She made these changes because she saw the necessity of doing them if all her hours of labor were not to be in vain. Today if a farm woman wants some information about problems in canning, she comes to her home demonstration agent. She learned how to can from her in the first place, and if she wants to know anything more about canning, she goes directly back to the source from which she learned how to can—the Extension Service.

Whole programs have been built around this problem of canning. How many jars of fruit, vegetables, and meat should a farm woman can for her family? What is she going to put in these jars in the years when there are no tomatoes? What should be planted in the garden to fill these jars so that a family may have a variety? Can a farm family be well nourished and have an adequate diet if the jars are filled with the right fruits, vegetables, and meats? The canning of fruit, vegetables, and meats is a common term that both the home demonstration agent and farm woman understand very well. It is a common denominator by which they can work out many other problems.

It would be splendid if the extension worker could find more common terms which both the farm woman and she understand thoroughly. If the home demonstration agent thinks through the things that she believes would help the farm women to improve their homes and the things they do not already have but which are possible, then she should devise a demonstration that

is capable of starting an association of ideas in the farm woman's mind, similar to that of canning.

The making of a cotton mattress has been such a demonstration. Doubtless all home demonstration agents and home economics specialists believe that it is possible for every farm home to have good beds and good bedding. There is cotton in the South and wool in the North, and scarcely is there a farm home which does not possess some material that will enable the family to have good bedding. The making of a cotton mattress, a feather mattress, or a wool bat, has been the means of changing the attitude of the whole family toward better housing. There must be a good place for the mattress, as one cannot have a good mattress in a room that is not clean and orderly, because one takes neighbors in to see the mattress. Consequently, the room has to be in order. There must be closets and other storage space to help keep this room in order. Sanitation again becomes an important factor in helping the woman to take care of her prize possession—a good well-made mattress.

### Homemaking Problems are Wide

If a group of women come together to discuss what they want to do about their homemaking problems, they are likely to startle extension workers by the great variety of problems presented to the agents for solution. Community buildings, good roads, telephones, medical care, libraries, community entertainments, rest rooms, parks—all have been among the requests for program assistance.

The past 25 years have demonstrated a few things to the home demonstration agent. One of them is that she must keep her ear to the ground and her eyes alert to find a common denominator upon which the farm woman may express her problems and the home demonstration agent may present a demonstration which will radiate to all phases of farm homemaking.



Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 10 cents per copy or by subscription at 75 cents a year, domestic, and \$1.15, foreign. Postage stamps are not acceptable in payment.

EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# Virginians Make Progress in Correlating Rural Activities

**JOHN R. HUTCHESON, Director of Extension, Virginia**

■ The outstanding accomplishment in extension work in agriculture and home economics in Virginia during 1939 has been a closer correlation of the activities of State and Federal agencies working with farm people. This has been brought about partly through the medium of the land-use-planning project but largely as a result of a real desire on the part of the State representatives of the various agencies to work together.

During the fall of 1938, a series of eight production-area conferences were held to which were invited the farmer chairmen of the county boards of agriculture and presidents of federations of home demonstration clubs, together with county representatives of the Farm Security Administration, the Agricultural Adjustment Administration, the Soil Conservation Service, the Farm Credit Administration, and vocational agriculture teachers. At these area meetings the broad outlines of the land use program-planning project were discussed, and the representatives of each agency were given an opportunity to state how they could contribute to the success of the project.

These production-area conferences were followed by a series of county and community conferences. At the county conferences plans were made for putting on a series of group discussions in the communities covering the following topics: (1) Our land resources and their best use; (2) cropping systems adapted to our county and community; (3) balanced livestock and feed production in our county; (4) adequate food production for farm families; (5) how public agricultural agencies can help us to meet our problems; and (6) policies and programs necessary to meet our needs.

Discussion of these topics was carried on in 572 communities of the State with a total attendance of 62,675 persons. After these discussions were concluded, the community members of the county boards of agriculture met and worked out a county agricultural program for 1939.

In Culpeper County, the county board of agriculture and representatives of each of the action agencies undertook to develop a unified county land use program. In 16 other counties intensive land use program planning was undertaken. In the other 83 counties of the State less intensive land use planning was carried out, but definite progress was made in the correlation of the activities of the various agricultural agencies.

## *Contribution of Specialists*

Throughout the year a constant effort has been made to have the plans of the technical specialists developed so as to contribute to the programs of each of the agencies. As an example, early in 1939, the agronomy specialists held a series of soils and fertilizer meetings which were attended not only by the county agents and leading farmers but by the local representatives of the Farm Security Administration, the Farm Credit Administration, the Soil Conservation Service, the State department of vocational education, and commercial fertilizer companies. At these meetings the local representatives of all the agencies working with farmers on soil problems got the latest information from the experiment stations at the same time.

In a further effort to promote cooperation among agricultural agencies, the State and local representatives of the Farm Security

Administration, the Soil Conservation Service, and the Agricultural Adjustment Administration were invited to hold their annual meetings concurrently with the annual extension conference. This invitation was accepted, and early in September a very successful conference was held at the State Agricultural College. The mornings were given over to joint conferences participated in by national, regional, State, and local representatives of each of these agencies, and in the afternoons separate conferences were held. It was generally agreed by those in attendance that this meeting did more to bring about real understanding and cooperation than any other conference ever held in this State.

At the same time efforts were continued to bring about better correlation of the activities of the various agencies in this State working with the farm home. The home demonstration advisory councils were reorganized into county homemaking boards. These boards are composed of the presidents of the local home demonstration clubs and have as advisory members the home demonstration agent, the home management supervisors, and one home economics teacher. They may also include county representatives of health and welfare.

As a result of the various procedures and conferences described, the Extension Service is now recognized as the agency which should logically take the lead in land use program planning. If the extension workers in this State can, through this leadership, develop plans whereby the farm people of Virginia will receive greater service from each of the other agencies than in the past, this leadership will be continued.



# Texas County Plans Are Put to Work

CHANDLER ATKINSON, County Agricultural Agent, Kaufman County, Tex.

On August 1, 1938, the agricultural workers of Kaufman County, Tex., met in the office of the local county agent for an informal get-together. From that meeting grew the land use planning work in the county.

Present were seven vocational agricultural teachers and representatives of the Soil Conservation Service, Rural Electrification Administration, Farm Security Administration, and the Agricultural Adjustment Administration. I called the meeting because I had just been transferred to Kaufman County and wanted to get acquainted with the other agricultural workers there as soon as possible.

At this meeting we decided that the Kaufman County representatives of the various State and Federal agencies would work together for the mutual interest of farm people. This idea, with 100-percent cooperation on the part of all concerned, has continued ever since.

We liked that first meeting so well that we decided to form the Kaufman County Agricultural Workers' Association and to hold regular bimonthly meetings. These have continued without interruption and with near-perfect attendance.

In discussing the needs of local agriculture, the members of our group found that one of the major problems ahead of the association was that of getting an educational program to all the people. We felt that we could best serve the farm people by holding monthly meetings in each of the 20 communities. A county agricultural council, with one representative from each community, was formed. To make these community meetings more effective, we went the visual-education route and purchased, through the cooperation of local businessmen, a motion-picture projector equipped for sound. The procedure has been for a member of the agricultural workers' association, in accordance with a prearranged schedule, to attend a meeting and show an educational picture followed by a discussion of local problems. Our total average monthly attendance has been in excess of 3,600.

## *The Mount Weather Agreement*

At that time, the Mount Weather agreement had not been given to us. Shortly thereafter, it was presented to extension agents at a district meeting. Immediately all local representatives of agricultural agencies were called together for a special meeting to read and discuss the agreement.

We were pleased to find that our pro-



cedure could easily be adapted to conform with the Mount Weather agreement, and we thus changed the name of the county agricultural council to county land use planning committee. At this meeting, too, the home demonstration agents, the home supervisors of the Farm Security Administration, and the home economics teachers were invited to join the local agricultural workers' association. Then we took land use planning out to our communities.

After an educational picture was shown, the Mount Weather agreement was explained. The farmers then and there elected their community committees. The 20 community chairmen met later with the 23 home demonstration club presidents and selected the county committee officers. This county committee then divided into subcommittees to intensify work on the county problems.

At each following monthly community land use planning meeting, some particular problem confronting the community was discussed. The farmers did more than talk about problems—they got into action.

Here are some of the problems brought up, with the action so far taken to correct them:

Kaufman County had a large grain and sweet sorghum crop this summer. Experience had shown that, under the usual methods of storage, the weevils finished what feed the weather left. Trench silos seemed to be the answer, and this summer 256 new silos were built and filled. Altogether, more than 500 trenches were filled this year.

One community found that there were not enough milk cows to supply home needs in a section that seemed well fitted for commercial production. Farmers in the community

helped boys to buy registered Jersey heifers as a foundation for future development.

Seven communities raise many vegetables—more than can be used on the farms there under present conditions. So these communities got together in their efforts to obtain a market square in Terrell where they could sell their surplus products. A frozen-food locker plant is assured.

In all communities much work has been done and is being done on the live-at-home program calculated to provide a balanced and varied diet for farm families.

Much has been done on soil conservation, but much remains to be done. All land use planning community committees in the county cooperated in an educational program that resulted in the signing of a petition for the formation of a soil and water conservation district under the terms of the enabling law recently passed by the Texas Legislature. The petition has been approved by the State soil conservation board, and an extensive educational program is now under way prior to the election to be held on the final establishment of the district.

Three farm-to-market roads are under construction at the present time, as a result of the cooperative work of the land use planning community committees and local chambers of commerce. Another much-needed farm-to-market road, which during the past has met with much intercity opposition, is now assured because two land use committees, one at each end of the proposed road, got together and ironed out the difficulties.

One sandy-land community that has suffered considerably from the cash-crop system decided that poultry would offer a worth-



# Ohio Farm-Unit Conferences

## Focus Extension Efforts

**GUY W. MILLER, Specialist in Farm Management, Ohio State University**

while supplement to cotton and now has an ambitious poultry program under way.

Texas has suffered through a deterioration of grade and staple of her cotton. Five communities began one-variety cotton-improvement work this year.

The county land use planning committee sponsored a celebration at the Porter farm near Terrell on the twenty-fifth anniversary of the signing of the Smith-Lever Act. The work on the Porter farm was the scene of the beginning of demonstration work under Dr. Seaman A. Knapp.

The over-all county committee, in its recent meeting to map out plans for 1940, brought out that the three major lines of work in Kaufman County should be along the lines of improvement in soil conservation, landlord-tenant relations, and more and better home-grown food.

### *Three Major Lines of Work*

In attacking the problems of soil conservation, it was the opinion of the farmers that the AAA could best cooperate by a new division of money now paid to farmers whereby soil-building practices would be on a par with crop control, and that all land devoted to nondepleting crops should have some soil-conserving practice carried out on them.

Eighty percent of the farms in Kaufman County are operated by tenants, and it was the opinion of the committee that a long-time lease was desirable. The committee is now working on a lease that will provide for co-operation between landlord and tenant in such matters as soil-building practices; the establishment of orchards, gardens, and pastures; the building of fences; and in the improvement of farm homes, outbuildings, and yards.

### *First Year Achievements*

These are the things that have been done in 1 year through the land use planning approach. Soon the county committee's plans for a permanent agriculture will be tried out. Meanwhile our farm families have been "practicing" on smaller things; they want to learn to crawl before they try walking.

The long-time objective of the county committee is a balanced agriculture in Kaufman County. A balanced program would necessitate the farmer and his family making definite plans for farm operations. The committee considers that the lack of planning is one of the causes of the agricultural situation today and, conversely, that planning is needed if the situation is to be improved—an opinion in which the members of the agricultural workers' association of Kaufman County concur.

Both the county land use planning committee and the members of the local agricultural workers' association are indebted to C. B. Ray, assistant in agricultural planning of the Texas A. and M. Extension Service, for his advice and assistance.

■ Discussion by subject-matter specialists at Ohio State University on the results of extension work brought out the point that it is possible for fine craftsmen to do a perfect job of piece work and then find that each man has been working from individual blueprints, so the finished parts may not fit together to make a functioning machine.

The plan to unify Ohio extension work was worked out in 1937 at a meeting attended by county agents from parts of one State district, the supervisor of the agents, and specialists from four departments of the university—rural economics, agronomy, agricultural engineering, and animal husbandry. It was believed that any major change in a farm plan would affect farm income, crop rotations, machinery and buildings, and livestock management.

Those attending the planning meeting decided to hold farm-unit extension schools in six counties. Five sessions were to be held in each county. One of the subject-matter specialists would present his subject at each of the first four, and this material would be correlated and applied to individual farms at the fifth meeting. The specialists agreed to prepare their material in such a form that it would lead naturally into the next man's talk and would be an integral part of an efficient piece of farm planning.

The county agents were made responsible for local arrangements and for obtaining enrollment in the schools. In some of the counties, a small enrollment fee was charged to meet expenses. Meeting places were chosen which had blackboards and desks or tables on which those attending the meetings could write.

The agricultural agents made special efforts to acquaint AAA committeemen and farm security clients with the purposes and dates of the meetings.

Each specialist was expected to attend at least one meeting in which each of the others gave his talk. The local agent attended all five meetings in his county; and O. C. Croy, district supervisor of agents, attended at least one session of each of the schools. Meetings were held once a week, either day or evening, depending on local conditions.

Material on farm management presented at the first meeting was based on records of an actual farm in the section, which is a dairy- and general-farming area. The economic information was presented in such a way as to lead the farmers to discuss what could be done with this specimen farm to

improve the income and to preserve or improve its soil productivity.

The methods suggested by the farmers for improving the specimen farm proved that the changing of one farm practice affects other phases of the farm business. Each specialist used some device to get the farmers to bring their own problems into the discussions.

R. D. Barden had each farmer figure the distribution and peaks of labor on his own farm. Earl Jones had the Ohio form for computing losses or gains in soil productivity on a farm, and each man used his own farm in working out the example. A sheet on which the farmer could rate his own farm practices as A, B, or C in efficiency was used at the final meeting to determine how each farm rated in size of business, type of farming, efficiency of labor, and production of livestock.

The 6 schools held in 1937-38 proved popular with both farmers and county agents. Fifteen schools were held in the northeastern district and 12 schools in the western district in 1938-39. School attendance ranged from 35 to 80.

If questions asked by farmers at the meetings showed a general interest in some specific phase of farming, arrangements were made to have a special meeting for that particular purpose. Follow-up meetings on farm buildings, poultry, hybrid corn, outlook, farm accounting, and special phases of agronomy and animal husbandry were scheduled as a result of questions asked in the farm-unit schools.

Plans for continuing the schools in 1939-40 include two new ideas. The sessions in each school will be increased to include talks by home economics specialists on either home management or nutrition. A group of county agricultural agents will be trained to present all or part of the subject matter given previously by specialists.

Twelve agents already have decided to take the training course so they can conduct the schools in their counties, which they will organize on a township basis instead of county-wide as was done previously. The agents will be supplied by the specialists with mimeographed and printed material to aid in conducting the school sessions.

Experience with the schools proved that success with the unit plan requires that supervisors, specialists, and agents confer on plans and agree on individual responsibilities in advance. In these schools each extension worker involved is equally responsible.



# Let's Write a Little

F. H. JETER, Extension Editor, North Carolina

**"The extension agent is next to life's fundamentals and should never lack for stories for the papers," says Frank Jeter, who for 22 years has eloquently unrolled the extension story in press and magazine and has helped and taught North Carolina agents to do the same. Here he points out the need and obligation for more and better public reporting by agents and draws on his rich experience for tips on how this may be done.**

■ There are more turkeys in either Chatham or Union County than there are in Anson. Were one to ask the average North Carolina newspaper reader which county has developed turkey growing to best advantage, however, it is more than likely that he would reply, "Why, Anson, of course."

Again, I suspect that there is as much lespedeza in Anson as there is in Union; but were one to ask about this, the general opinion would be that Union leads the State. North Carolina newspaper readers also are informed that lespedeza has transformed Stanly County from an infertile crops county into one with fertile soils where most of the legumes are now grown and where dairying and other forms of livestock are being produced. These same readers could have something interesting to say about the alfalfa of Lincoln, the apple hills of Wilkes, the Nash County woman's curb market at Rocky Mount, the pastures and dairy industry of Iredell, the cheese industry of Ashe, the swine of Beaufort, or the handicrafts of Jackson.

Why is this true? Well, because in Anson County the home and farm agents have demonstrated so thoroughly that marketable turkeys may be grown, plucked, and shipped cooperatively that turkey growing is accepted as an integral supplement to the old-style cotton farming formerly followed. Next, the agents have followed up their demonstrations with public meetings and newsy reports in the local papers. Some of the results of their cooperative shipments have been summarized and sent in to the extension editor's office at State College and given further State-wide publicity.

In Union County, though it also has many turkeys, chief emphasis has been on soil building; and this phase of the county agent's work has been accentuated in his reports and news items. The same is true of Stanly County, and so on through the list of examples given.

On the other hand, similar fine work being done by several excellent county agents is not receiving the notice that it should be

receiving for the simple reason that these agents are not reporting their results either to the local papers or to those whose duty it is to see that such results are given to the people. Some agents are constitutionally opposed to preparing news items for the local papers or newsy reports for their supervisory officers. And were it not that sometimes these officials learn of some real piece of constructive work and report it back to the extension editor, no one would ever be aware of the results obtained.

## *There Must be Work Worth Reporting*

One agent told me some years ago that he did not care to have his work receive any publicity. He said, in effect, "Look around over the State. Those agents who have moved several times or have lost their positions generally were those who went after publicity in a big way." I happened to know, however, that he had seen several bad examples in counties near him. In one instance, the agent had not depended on the normal and dependable news service of his extension organization but had brought reporters from large papers into his county and had filled them with "a lot of bologna." His publicity so impressed the State office that I took George Ackerman, photographer for the Federal Extension Service, down to take some pictures of what was happening (and if you really want to check up on what is happening in a county, try to get a photographic record of it). It is one of George's and my personal little jokes that we failed to find enough to back up the publicity of the agent and left the county before the day was over—not, however, before we had been compelled to use condensed milk in a county where the publicity said that a great dairy industry was being developed.

As to the agent who simply will not make newsy reports or will not prepare items for the newspapers, there is little that can be done. I have in mind one man who is one of the best agents in this State; but were it

not for the fact that the local reporters call by his office regularly, no one would ever learn of what was happening among the farm people. These news items are all right, but how lifeless they are as compared to those prepared from actual knowledge of the events with all the local color and the local activity woven into the thread of the story.

This then brings up some important facts about reporting extension activities. The first of these is that the work must be done first. Work worth reporting must have been done; then, when that foundation has been established, the county home or farm agent owes a duty to the taxpayers who pay his salary that he shall give an account of his stewardship. If it should happen that the agent has in mind some constructive movement for the good of the people, then again, he should take the people into his confidence, tell them of his plans, give something of the results he is seeking, and invite them all to participate in the good thing.

It is impossible, in this modern day, for a county agent to visit every farm in his county frequently even to apprise each person of his plans or to recount to them the results obtained by those who cooperate with him. Nor do people visit one another as much as they did in years past. They do take the papers. Almost always they take the local county-seat paper, be it daily or weekly; and many of them take the nearby city daily. Brief news items, accurate as to facts, written so clearly that they may not be misunderstood, are always welcomed by the local editor; and their use in the paper will multiply the county agent's audience by the times the paper has readers.

In no other way can he so aptly fulfill his definite obligation to report upon his stewardship.

I hear some agents say, "I haven't time for that," or "I simply cannot write." All I can answer to that is you cannot use any similar period of time to better advantage. Nor can you find so effective a means of making friends for your work or obtain a more sympathetic understanding of the farmers' problems in your county. It pays to take the time.

## *Tips to Take*

As to the journalistic problem, the only way to learn to write is to write. Some of us have been trying for 25 years and have not learned yet, but that is neither here nor there. Get a copy of the paper for which you should be writing and model your stories somewhat in the manner of those appearing in that paper. Keep in mind that the editor determines what goes in his paper, and do not be offended if he should sadly mutilate your offerings. Give him something better next time. Do not give him the minutes of the last meeting, but pick out the important or significant matters and put them first, developing the story with such minor details as may be needed to make it complete.



Get a dictionary, and keep it handy on the desk. Consult it to get the exact word you need to give the shade of meaning desired and to be sure that you are accurate in your spelling. Write, someone has suggested, as you would talk, only more grammatically. Get more facts than you will need in the story; marshal them in your mind; and then begin your story, putting the more important facts first and leaving out your own personal opinion.

The editor will tell you to prepare a good "lead" so that if he must cut the story, the vital facts will have appeared in the first sentence or in the first paragraph. By this he means that he wants you to answer the questions of Who? What? When? Where? and sometimes Why? and How? Naturally, people are interested in other people, and a story without a "Who" generally is uninteresting. But do not fail to get initials, names, and addresses correctly. Tell what happened to this person. What did he or she do or accomplish? When did it happen? Where was the demonstration or the meeting? Then, if a reason for the occasion must be given, tell why; and, finally how the thing was accomplished.

Once these questions are answered in the first sentence or the first paragraph, the story may be expanded by additional paragraphs giving the personal or human interest or other facts that will be of interest to the reader.

#### *Consider the Time Element*

However, the agent who plans to write for his local paper should, by all means, consider the time element. It is here that many extension workers sin consistently. They attempt to report as news something that happened a month ago. News is a perishable article, and timeliness is one of its essential features. So is originality. Learn to tell old facts in a new way. Use simple, plain words, and break the long sentences with a short one occasionally.

Those of us who have been in extension work for a long time are prone to overlook interesting items and results because they have become commonplace. We have eyes that see not and ears that hear not, when all about us are fine people doing great things without fanfare or applause. These people are living next to the earth and its creatures, solving problems that are a tax on their native ingenuity. The freshness of the out-of-doors and of nature breathes upon them; and those who live in compact cities, apartment houses, hotels, and suburban bungalows satisfy an inherent longing by second-hand accounts of a natural life.

There is nothing commonplace in the life of farm folk. The extension agent who works with these people is next to life's fundamentals, and he should never lack for a story to tell or the facts to give it "punch." Furthermore, it is his duty to do so.

## Helping the Ohio School Girl To Dress the Part

■ What to wear and how to wear it—a big problem of the high-school girl—has been effectively studied in Franklin County, Ohio, with the combined help of extension workers and home economics teachers.

This study of clothing for high-school girls started back in 1926 when the Franklin County home extension council met with the home demonstration agent and State leader to study the needs of rural homemakers and to plan the extension program accordingly. One of the pressing questions of the moment was the annual bugaboo of selecting appropriate commencement dresses for the girls graduating from high school. The very nature of the problem called for opinions from all quarters, so, with Solomon-like wisdom, the home agent and home council called for opinions first-hand from the mothers, daughters, and high-school teachers themselves. Later the extension clothing specialist and county superintendent of schools were called in for conference, and together they worked out suggestions for the graduating outfit—a simple white cotton sports dress for graduation and a dainty colored cotton frock for other commencement activities. Samples of appropriate fabrics and pictures of suitable patterns were collected and made into attractive posters by the committee. The posters were put on display at school by the teachers and pupils. The home agent wrote a letter explaining the project to the mothers and daughters. More meetings of mothers, teachers, and girls were held in each school to discuss the problem; and in this way the graduate's commencement wardrobe was selected.

The project aroused considerable interest, and the following year the junior girls asked to be included. The committee planning continued, form letters were sent out, and local meetings were held. Rounding out the clothing discussions was a county-wide style revue of ready-made graduation and party dresses suitable for high-school girls—an event that has been continued annually ever since.

The theme of this 13-year clothing study has varied from year to year to meet the requests of the girls and their mothers. In planning this last year's study, home economics teachers of Franklin County met with Home Agent Virginia Bear and Edna Callahan, extension clothing specialist to review the suggestions made by the girls and plan local meetings and procedures, as well as to arrange for the final county-wide meeting. Some 50 high-school girls, 12 teachers, the home agent, and the clothing specialist took part in this annual county program. High-

school girls modeled dresses in two different revues. In one revue, under the direction of a home-economics teacher, the girls wore the dresses they had made in school. In the second fashion show, the girls modeled ready-made garments suitable for all occasions, which were supplied by a Columbus dress shop and selected by a committee of teachers and Miss Callahan, clothing specialist, who presented the mannequins. Two older 4-H Club girls demonstrated how to give variety to a one-dress wardrobe and be appropriately outfitted for many occasions by using different accessories on a foundation dress. A 4-H clothing team gave a demonstration showing good arrangement for a clothes closet, and a make-up demonstration was put on by a commercial firm. A representative of the physical education department of Ohio State University discussed posture and showed an interesting film to illustrate her talk.

There was a record attendance of more than 600 people at this county-wide meeting, including some 500 Franklin County high-school girls taking part in the study, and also some of the mothers. The principals of the schools transported them all to the meeting in school busses and arranged for the home economics teachers and the girls to be away from school on the day of the event. They also made it possible for the teachers to attend the committee meetings necessary to the planning of the study. The home demonstration agent had sent out all the letters and notices of the meeting, arranged for the cooperation of stores and speakers, and obtained meeting places; the local home economics teachers had given special instructions in their classes on appropriate and becoming dress, selection of foundation garments, and on posture, and had helped to select the class-made garments to be exhibited.

Following this county-wide meeting, each local school discussed the program and made suggestions for another year. The teachers report that there is a marked improvement in the choice of clothes worn by the school girls who are becoming more conscious of dressing correctly for different occasions. All through the year, they say, frequent reference is made by the girls to the things they saw and learned at these county-wide meetings.

### Livestock Made a Difference

A survey in Grant County, Ky., of farms from 95 to 110 acres in size showed incomes ranging from \$1,217 to \$2,165. The amount of tobacco produced was about the same. Livestock, says Richard M. Sandefur, assistant county agent, made the difference.



## Twenty-five Years in 4-H Club Work

■ When top-ranking Bay State 4-H girls gathered at Massachusetts State College on June 3 for the 1939 4-H Girls' Day, their program included a special tribute to Mrs. Bessie I. Murray of Northboro, Mass., who is completing her twenty-fifth year in club work. Her daughter Doris, now an active 4-H Club member, also took part in the program.

A pioneer in canning projects, Mrs. Murray (then Bessie Smith) started in 1914 to "make the best better." Starting with a canning rating of 56 percent, she jumped to 99.6 percent in 1917 to win the State canning championship, a trip to Washington, and the national canning championship.

In 1916, Mrs. Murray was enrolled in the canning and sewing projects under Mrs. Warner of the Worcester County Farm Bureau, who formed the first demonstration team with Mrs. Murray as captain. This team demonstrated at the first Eastern States Exposition. The other members of the team were Miriam Parmenter, now county home demonstration agent in Cheshire County, N. H.; Anna Carlson Hulten, now a homemaker in Worcester, Mass.; and Caroline Lilley Williams, singer, speaker, and homemaker in Brookline, Mass.

In 1918, Mrs. Murray formed a community canning center with her three team mates and canned several thousand jars of garden surplus for custom trade; and, from surplus commodities contributed to the center, the four girls filled several thousand more cans for the poor. As an active member of the garden club that year, she was awarded the county prize for patriotic service, given by Clara Endicott Sears and Cushing Academy. The year before, her county had honored her as potato club champion.

Serving as a local leader in 1919, she also gave demonstrations all over the State, both alone and on the team. Again that year



A birthday cake for a club girl of 25 years ago.

she held a place on the State canning demonstration team at the Eastern States Exposition.

Later, Mrs. Murray attended the Framingham Normal School, serving as a bread and sewing club leader in the Framingham schools and working for the Worcester County extension service during the summer months.

From 1923 to 1934, Mrs. Murray served as town director of extension work in Northboro; and, through her leadership of sewing, cooking, garden, handicraft, and other clubs, she has helped to produce several county and State champions. In 1935, she dropped her official positions but still helped out whenever she was needed.

During the last 2 years, she has again led a canning club and is now a member of the Northboro 4-H council.

at the same time increase their farm income, and how to build their land and hold it against erosion. Alfalfa acreage has more than doubled in 6 years.

From a study made of the production of more than 2,000 livestock farmers, it was apparent that the weakest link in the pasture program in Tennessee was winter pastures. More than 100 days of extra grazing are being obtained by farmers who have filled this gap with cover crops.

The 1939 goal for winter cover crops is 2 million acres, half of the State's row-crop acreage; and Mr. Nichols and H. E. Hendricks, extension agronomist, are confident that the goal will be reached.

## A Community Builds a Hospital

The home-made homes campaign in Greene County, Ark., has resulted not only in the construction of homes, poultry houses, and barns, but also in the erection of a modern 21-room hospital recently completed through the cooperative efforts of the people of Lafe Community, the county extension agents, a philanthropic doctor, and his wife, who has served as secretary of the Lafe Home Demonstration Club for several years. Built from native materials by the people themselves, the hospital is complete with a surgery room, electric lights, modern plumbing, and a deep well equipped with an electric pump. The outside walls are covered with asbestos shingles.

The undertaking got under way after Dr. Lloyd read a bulletin on rural hospitals which Mrs. Lloyd spied in the home agent's office. The doctor concluded that some of Arkansas' home-made homes principles could be applied to the building of a hospital. After reading Farmers Bulletin No. 1485, entitled "Rural Hospitals," the Lloyds read everything else they could find on establishing community hospitals. They had numerous conferences on the subject with Mrs. Geraldine G. Orrell, Greene County home demonstration agent. Dr. Lloyd talked "hospital" with the people. He made an agreement with the men who owed him for professional services to pay off those old bills by contributing labor and materials. Many of the debtors had no income or were part-time WPA workers, but they worked diligently with Dr. Lloyd who allowed them prevailing wages which were credited on their doctor bills.

## Anniversaries

North Dakota 4-H Club members, represented by 500 or more delegates from 50 counties attending their annual State 4-H Achievement Institute, celebrated their own organization's thirtieth birthday, the fiftieth anniversary of North Dakota as a State, and the twenty-fifth year of extension work.

## Two Million Acres of Cover Crops

■ "Tennessee's soils will be under wraps this winter." This is the statement made by H. S. Nichols, assistant extension director in charge of county agent work in Tennessee, in reporting on the recently completed State-wide cover-crops campaign. Nearly 900 community meetings, attended by more than 30,000 farmers, were held on demonstration farms during this campaign. At these meetings the advantages of winter cover crops such as crimson clover, vetch, Austrian winter peas, ryegrass, and small grains were discussed.

Similar meetings, held annually since 1935, have brought very favorable results, Mr. Nichols says. At the end of the first campaign, 520,000 acres were covered up over winter, mostly with small grains. An intensive drive was made to include more legumes in the rotation, and by 1937 the acreage protected had passed the million mark, a fourth of which was in winter legumes.

As a result of these meetings, farmers more thoroughly understand the value of lime and phosphate materials, how the different cover crops can be utilized to build the land and



# Planning for Future Agricultural Progress

CHRIS L. CHRISTENSEN, Dean, College of Agriculture, University of Wisconsin

■ Land use and land use planning are playing an increasingly important part in our thinking concerning agricultural problems. I am convinced that much can be accomplished through careful planning and wise land use; but, at the same time, we must not regard it as a cure for all our agricultural ills.

## *Shall We Abandon Commercial Agriculture?*

One fact is clear. We cannot solve many of the problems facing Wisconsin agriculture today by dealing only with land use, unless we are willing to accept what to me is a defeatist attitude and retreat from the relatively high standard of living which our Wisconsin farmers have attained by means of commercial agriculture, returning to the much lower standard of living which is the best that a subsistence farm can afford.

The economic factors at work throughout the Nation, which determine the demand for the products of our farms, undoubtedly have larger influence in the welfare of farm people than changes which it is possible to make in the uses of our agricultural acreage.

## *Objectives of Land Use Planning*

In our studies of the proper use of land, in our efforts to determine whether land should be used for farming or for forests, we must never forget that the people and not the land should receive our first consideration. In considering the problems of land use from the standpoint of improving the economic well-being of our population, we meet the same type of conflict of interests as in the land use problems of different areas. Here there is not only the conflict of interest in different agricultural areas but the additional conflict between the city unemployed who move on to farms and existing farmers.

Can these conflicts be reconciled? Undoubtedly, they cannot if we approach our present-day economic problems only from the standpoint of land utilization. If we accept unemployment as inevitable, if we agree that industrial production cannot be expanded beyond its present or past rate of production, we shall probably have to resign ourselves to defeat, which means a lower standard of living. But I see no reason why we should be satisfied with our present rate of industrial production or why we should accept the proposition that our industrial organization should not expand—not only to produce the goods we need for an increasing standard of living, but again to absorb the excess population of our farm families.

If we should make the same careful study of the factors influencing industrial inactivity and unemployment that we made before we advocated rural land zoning, the establishment of county forests, and forest-crop legislation in our northern counties, I see no reason why we should not succeed in finding a solution. I believe that the experience of recent years has amply demonstrated that farmers have a very great interest in the satisfactory solution of the failure of urban industry to provide employment for those who need it. If we accept the more optimistic view that these industrial difficulties can be solved and surplus rural population can be given remunerative employment in urban industry, what then are the problems of land-use planning as they apply to agriculture?

This brings me to the point which I especially want to emphasize with both research and extension staffs.

Land-use problems are not all on the border line between agriculture and what might be called "lower" land uses—forestry, recreation, and wildlife. There are land-use and farm-planning problems within the agricultural area itself. For example, just south of the cut-over region in Wisconsin is the great farming area which has borne the brunt of the recent drought years. Land is still in farms, but a conference which we had with the Federal land-bank officials gave us a vivid picture of the debt load, the foreclosures, or the nearness to the dead line of foreclosure on many farms in this region. It causes us to reflect on reasons why this should be so. What are the human reasons? How much of the cause lies in the land? How much results from forces working beyond the farm and this farming area?

## *Plan for Improved Farm Practices*

What study, planning, and action can be undertaken which will help to improve the income and the standard of living of farmers on commercial farms in the strictly agricultural areas? Problems and adjustments in these agricultural areas relate particularly to the internal land uses of the farm and less with great over-all or regional land-use planning. Such studies, planning, and action must fully take into consideration farm management and farm planning. They must deal not only with the proper use of land but also size of farm, the proper valuation and appraisal for loans, and the relationship of the income of the land to its debt load.

Undoubtedly, there is still considerable that can be accomplished on many farms through

better selection and management of crops and livestock, breeding of higher-producing dairy cows, better rotations, liming and growing more legumes, better weed control, and the proper use of fertilizers. It is equally clear that the complete solution of the problem of increasing the income and raising the standard of living of farm families cannot be accomplished by individual action alone. If we consider that some of these problems involve matters of taxation, farm indebtedness, land values, and size of farm, we see how necessary it is that factors beyond the line fences of the individual farms be given attention. Moreover, as we examine these questions more carefully, we see how closely they are tied up with industrial instability and urban unemployment.

## *Closely Tied With Industrial Situation*

It would be much easier to increase the size of the farm unit if industry would make room for some of the farm people. Taxes could be lowered if industrial rehabilitation would lessen the problem of relief. It is altogether possible, too, that land values are relatively high as compared to the prices received by farmers for farm products because many people prefer the relatively meager income from farming to the insecurity and other human objections to factory employment.

When land use problems first became serious in northern Wisconsin, we based our attack on the results of careful study of the situation and its possible solutions. After these studies were completed, "action programs" followed. Rather than concentrate our present efforts entirely on problems of land use it may be necessary that we extend educational opportunities to rural youth so that they may become more and more competent in the management of their own farms and more and more familiar with the relation of industrial expansion to agricultural progress.

■ A total of 3,224 persons attended farm tours in 16 western North Carolina counties during the past summer and saw demonstrations of the best methods of crop and livestock production, pasture improvement, erosion control, and reforestation.

Haywood County won the honor of holding the largest county tour, with a total of 570 persons participating, including 100 women. Macon County held 2 county tours, and they attracted 566 persons. Clay County had 335 on its 1-day tour, and Watanga County had 303 on its 2-day tour.



# Better Gardens for Better Family Living

**RHODA A. HYDE, Home Demonstration Agent, Franklin County, Vt.**

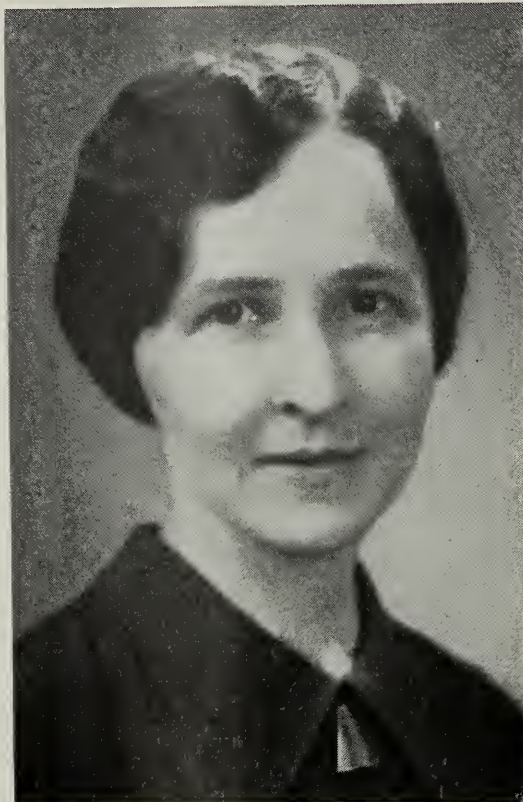
■ The fact that a good farm vegetable garden is a definite asset to the farm family is too often more evident to the extension worker than to the farm family itself. In Vermont, as in most other States, the inadequacy of farm incomes has made it increasingly important for the farm family to produce as much as possible of its food supply in order that its members may be well fed and healthy and in order that the family income may be stretched as far as possible.

The Vermonter is cautious, and no garden project could suddenly appear in the State and be an instantaneous success. In Franklin County, the garden project is a natural outgrowth of a food-cost study which began in 1936. That year 9 women enrolled, and only 3 completed with full records. Each year since that time the number has increased until, in 1939, there are 20 enrolled and more who have kept records on their families' food consumption for 1 to 3 months.

The first step in finding the food cost was for each woman to plan the amount of foods of different kinds needed by her family. In doing this planning, the women followed recommendations made by nutritionists. Some of the plans were for an adequate diet at minimum cost, and others were for a moderate-cost diet. The recording of the foods purchased, as well as those produced on the farm, was a difficult task for many of the women; but they gradually learned to do it successfully.

In order to be a success, the project had to become a family one, for much of the buying is done by the men. They were frankly skeptical at first but gradually became loyal and enthusiastic supporters. Having to bring home a slip with prices noted on it made them more conscious of price variations and more alert to values as well. Women who had to be away for a time came home to find all purchase slips carefully kept, as well as notations of what had been used from the garden.

The study of these records by the homemaker and the man of the house has been an important part of the work. This has given the farm family an increased respect for the farm through a realization of the cash value of the food it supplies to the family. It has also brought out the fact that some of the foods that farm families have to buy were used in excess, while some which they might produce, such as fruits and vegetables, fell short of the recommended amounts. Changes in food habits have been



**Better vegetable gardens for Vermonters is Miss Hyde's theme.**

gradually made, and the women have noticed an improvement in family health—fewer colds, less need for laxatives, and a general “feel better” condition.

Some of the women interested in the food-cost project asked for help in gardening so that they might raise a greater variety of vegetables as easily and efficiently as possible. From these requests the Franklin County garden project evolved. The county home demonstration agent, the State extension nutritionist, and the State extension horticulturist cooperated in supervising it. The goal was to have 50 men and women enrolled as cooperators. Cooperators in the food-cost project and members of home demonstration groups constituted the nucleus. Others became interested through publicity in local papers.

Three meetings were arranged to be given in as close succession as possible in January, February, and March. Anyone familiar with the Vermont climate during those months knows the uncertainties which had to be contended with. In order to lessen these as much as possible and to make the project more readily available to people, each meeting was

held in the afternoon in one section of the county and repeated in the evening in another section.

At the first meeting, the home demonstration agent outlined the project, and the extension nutritionist presented the value of vegetables in the diet and how to plan a vegetable garden according to the amounts of vegetables needed by the individual family.

The extension horticulturist discussed the value of having a garden, the location of the garden, soil types and what might be done to improve certain types, fertilizers, the space needed for plants, and the garden plan as to placement of rows and plants. The value of obtaining seed with a high percentage of germination was also discussed, and new disease-resistant strains were considered.

At the second meeting the home demonstration agent and nutritionist checked the garden plans which had been made by each family cooperating. The cooperators had calculated the amounts of vegetables needed for a year to provide their families with an adequate diet at moderate cost.

At the third and final meeting, the nature and control of plant diseases was the subject for discussion.

In May, when soil-test reports were received from the State extension service, the county agricultural agent went over them and made recommendations.

In addition to making a garden plan and a canning and storage plan, each cooperating family checked its results with these plans. To find out what amounts of various vegetables were used and whether having a garden increased these amounts, each family checked the family's meals for 1 week in February, again in May, and again in August. Each family also kept a record of the cash expenditures involved in the garden and of the estimated cash value of its produce.

During the summer, the home demonstration agent visited all the gardens alone and with the nutritionist, suggesting ways of cooking various vegetables and discussing canning. In August the assistant State club leader judged the gardens. A final meeting was held in the fall when all demonstrators and supervisors compared results.

When the garden cooperators estimated the retail value of the products of their gardens this fall, they found them worth from \$25 in the case of a village family of two to \$150 in the case of a farm family of three, and \$190 in the case of a village family of eight. None of these figures include the value of the potatoes raised.



# A Good Idea Grows

**JAMES F. KEIM, Assistant 4-H Club Leader, Pennsylvania**

A new idea in marketing 4-H Club pigs was described in the June number under the title, "We Are Strong for Local Leaders." Since that first experience the activity has spread by leaps and bounds, as Mr. Keim here describes it. "Never have I had such an interesting experience," he writes, "and never have I been so proud to be associated with a group as with these 4-H Club leaders."

■ This year, here in Pennsylvania, we have seen in 4-H pig-club work the spread to neighboring counties of an idea which was worked out in one county last year. Then variations of it were worked out in others, until this year a total of 17 counties in the State have given 4-H pig-club members specific assistance in marketing their finished porkers.

There are a number of reasons why this marketing plan has received such widespread approval. The trend is that way. Quite a number of counties now have marketing agencies capable of marketing almost anything a farmer produces. However, they have, as a rule, specialized in the sale of livestock. The Agricultural Extension Service has been of service to a great many adult groups; egg auctions for poultrymen, wool pools and ram sales for sheep and wool growers, potato-grading and marketing organizations, mushroom growers, milk-marketing agencies, all these have helped by virtue of their success.

In Cumberland County during 1938, at the suggestion of W. H. Garrott, now deceased, of the Carlisle Livestock Market, pig clubs in all parts of the county started in with 3

pigs to the member, to fatten them for a pig round-up and sale at the above market, as described in the REVIEW, June 1939. The affair was quite a success, 175 pigs being sold at auction. They were graded and sold on grade. The buyers gave the sale splendid support; and leaders, parents, and club members were pleased with results.

Using the procedure that had worked so well in Cumberland County, 5 sales—4 in addition to the one in Cumberland County—have been held; 337 4-H Club members have sold 766 pigs weighing a total of 147,500 pounds for more than \$11,000.

The buyers have paid the market price—in many instances a shade over. The club members have learned by experience the kind of pigs the buyer wants; and, with a marketing set-up developed along with or at the same time plans for production were started, there has been a decided improvement in quality of work, morale of the group, and spirit of cooperation.

In addition, county 4-H Club groups at county fairs have marketed the pigs of the members showing there who decided to sell. Committees of leaders were formed, and bids were taken, with both the sealed and open

style of auction being used. More than 100 head of hogs were sold by more than 100 club members, and the results were quite satisfactory. The successful bidder at one sale said: "If they would raise hogs such as these, they never would have to hunt for a market, nor would they have to argue about price."

Two groups of counties got their leaders together and set up their own sales organizations, following in many ways the set-up worked out at our first experience in Cumberland County. Eighty members from six counties sold an even hundred head weighing better than 20,000 pounds for more than \$1,400.

It took considerable organization to get these results. Starting last spring, the leaders, parents, and club members were informed of just what was planned. M. J. Armes, in the department of farm management extension, who had been helping with 4-H records and summaries for years, took charge of the sales; and I took charge of the round-up and organization. Club members received complete and detailed instructions on feeding and management from L. C. Madison, swine extension specialist. His advice and assistance were invaluable in working out the advance details of the round-up and sale. The county agents made sure that leaders, parents, and club members were fully aware of all that was going on. That is, I believe, the secret of our high percentage of completion and sufficient volume for the sales. Everybody concerned understood thoroughly what it was all about and was prepared to go along with the work to the end.

The details of the sales were handled by a committee of club leaders. In some instances the chairman of the county bankers' association acted as treasurer for the sale. All action taken was the result of leader deliberation—the outgrowth of "group consensus."

In all, about 200,000 pounds of pork have been disposed of for more than 500 4-H pig club members. They, as well as we, have learned much from this experience. It really has given a new impetus to pig-club work. Its value was well expressed by one of our veteran county agents. After he had heard all about the Cumberland County success of last year, he said: "Why, this is a business proposition; it ties up a definite marketing procedure with production."

## California Economic Conferences

County economic planning conferences have been held in all counties in California which have a county agent. Two-day conferences were held in 4 counties last year, and 1-day follow-up conferences were held in 32 counties. The total attendance at the 36 conferences was 1,703, or an average of 47 persons per conference.

Fat pigs go to market at the county fair.





# Home Demonstration Work Steps Out

Two farm women review the work of home demonstration clubs in their counties and evaluate the accomplishments. Mrs. Leo Armstrong, charter member of the first organized group to sponsor home demonstration work in Cass County, Mo., prepared her story as part of the twenty-fifth anniversary celebration in the county. Mrs. Ruth M. Hake gave her paper at the county fair in commemoration of the thirtieth anniversary of extension work in Oklahoma and the twenty-third year in Tulsa County.

## From the Oklahoma Viewpoint

■ Back to the farm to raise part of our food in order to supplement the income of my husband who had recently returned from the war overseas, was our solution of the high cost of living in 1923. With our infant son, we moved to a 10-acre tract adapted to raising chickens and pasturing a cow or two. The first year's harvest was just "experience," for it cost more to raise the food than to buy it at retail. So I began seeking information that would put our farming on a paying basis.

I attended an extension poultry school sponsored by the Collinsville Home Demonstration Club back in 1924, and the help I received from that meeting convinced me of the value of a home demonstration club in my community. It did not take long to interest my neighbors in the idea, and a club was soon organized.

The members of the newly organized club had very vague ideas of products, demonstrations, and reports. The president had the idea that the Extension Service would send a specialist to solve any problem of individuals in the community. Nearly every member had a problem, and it was fortunate that extension specialists and the county agents could give considerable time to the club. The first year there were demonstrations in pruning rose bushes by the college horticulturist and the Tulsa Chamber of Commerce dairy specialist cooperated with extension dairy specialists in cheese-making and milk-testing demonstrations. The county agents gave demonstrations in poultry culling and in canning fruit, meats, and vegetables, as well as demonstrations for making rugs, dress forms, and ice cream at home. Perhaps this record is the reason the program has grown so rapidly.

Our home demonstration club was a club of workers. Trained by specialists, the women were able to relay the work to cooperators, many of whom later became demonstrators. Every member was anxious to learn all she could to augment the family income. Homes

were improved by the work of these women. Gradually every woman in the neighborhood who could be interested had become a club member. One incident of the method of how these women were reached was a demonstration in the home of a nonmember. The home demonstration agent came for this demonstration through a raging snowstorm. The roads to the neighbor's house were worse than ever. It was nearly 11 o'clock, but the meat was still frozen too hard to cut without being brought into the kitchen and thawed near the stove. However, a complete demonstration of meat canning was finally given; the neighbor became a club member; and her family has been better fed through the years because of that trip through the snowstorm. Gradually leaders were developed in three communities of this club; and canning, rug making, poultry raising, and dairying were well taught and well learned.

My 14 years of experience as a demonstrator have been full of interesting events. My home has always been open to home demonstration and 4-H Club meetings.

New projects have been added to the home demonstration program from time to time to avoid repetition of the same work with the pioneer members. Child development and parent education have broadened the vision and opened the doors of self-analysis to the farm women. Rug making has given way to a wider program of home improvement that embraces art, floriculture, and education in fabrics and color. Sewing has become an appropriate dress program, with attention to grooming, accessories, and general improvement in personal appearance. In addition to method demonstrations, the home agent has planned programs which have provided inspiration to clearer thinking and higher ideals of living balanced lives. Men cannot live by bread alone.

It would be hard to sum up the transition through the years. It is almost impossible to identify the benefits of the program that I have seen materialize. Because of the training that I have received from the Extension Service, I have been able to produce from my kitchen and yard certain salable products

which have more than paid the household expenses, including clothes, recreation, and incidentals. Accurate records for my first 2 years of club membership showed a profit from the 10-acre tract of more than \$500 made by the sale of eggs, chickens, baby chicks, cottage cheese, whipping cream, and buttermilk. A trip to the Chicago World's Fair was financed by a poultry project. Because of the call to leadership, I have tried to develop mentally through the period of years when I might have been prone to slump.

In the community, the effects of the program are more difficult to point out, but a comparison between the women of today and those of 14 years ago shows a very definite improvement in their personal appearance, mental outlook, and the general well-being of their families.—Mrs. Ruth M. Hake.

## As Seen in Missouri

■ The Extension Service has always been a family affair in Cass County, Mo. The homemaker, as well as the man of the family, was interested and rejoiced when teachers and specialists came from the university to help with the many farm problems. "But," said these women, "we have special problems too. Are there any teachers at the university to help us?"

In response to this call for help, the county agent brought the clothing specialist or health specialist to talk to a few groups of women.

These talks simply seemed to call for more, so one evening in 1922 a group of men and women vitally interested in making better homes and a better community gathered at a little schoolhouse north of Harrisonville to form an organization of women to support extension work. This first group was called Auxiliary No. 1, and it has been an active organization accomplishing much good in the days since that time.

Soon other groups were organized. How eager we were for the specialists who came—Lois Martin to help us with our clothing, Mary Stebbins who taught us how to keep our family well or to care for those who became sick, and Julia Rocheford to help us make our homes more attractive.

In fact, we liked it so well that the following year a group of 20 women representing different parts of the county appeared before the county court asking for an appropriation to help obtain a home demonstration agent.

Our request was granted; and in March 1924, Margaret Nelson, our present agent, came to the county. At the end of her first year of work there were 8 organized groups of women with a membership of 158; and last year, Miss Nelson reports, there were 40 clubs with 917 members. It is the policy of



the Extension Service to reach as many people as possible, so we did our part in 1938 by helping 991 nonmembers, making a total of 1,908 adults taking part in our program. In addition, 305 4-H Club members were sponsored by the women's clubs, making a grand total of 2,213 individuals influenced by some phase of home demonstration work. We more than reached our goal of "Each member help at least one nonmember."

But these are only figures and tell but a small part of what extension work has done for the women of Cass County. For instance, women are recognizing the value of planning for and having the proper food the year round. More families know how to produce and preserve the foods, as shown by the fact that last year 143,400 quarts of fruit and vegetables were canned. The food thus preserved was valued at more than \$28,000.

Some of our women have done outstanding

work in home management, household accounts, and child study. Some clubs have arranged for health talks and health examinations in cooperation with the county doctor and county nurse.

But it is not alone our physical needs that have been given attention, for book reviews and magazine exchanges have stimulated reading; and a community library, community singing, special choruses and quartets, and other means of recreation have added to our enjoyment of living and made our county a better place in which to live.

These are just a few of the things accomplished with the help of Miss Nelson who goes in and out of our homes carrying to the far corners of the county the message of more comfortable, convenient, healthful, happy homes and a cooperative, satisfying community in which to live.—*Mrs. Leo Armstrong.*

## Extension Celebrates Silver Jubilee

■ Taking stock of extension achievements since extension work became Nation-wide with the passing of the Smith-Lever Act on May 8, 1914, practically every State has celebrated during the silver anniversary year of 1939 with some special program built around the theme of progress in rural living. Farmers, businessmen, and extension workers have cooperated in planning these history-reviewing entertainments, which have ranged from meetings, pageants, and plays to radio skits and series of broadcasts.

More than 1,800 anniversary meetings were held by the farm people themselves. In Minnesota, Mississippi, New Hampshire, North Dakota, South Carolina, and Tennessee, meetings were conducted in practically every county. More than 100 county meetings were held in Georgia; 100 meetings were reported in North Carolina; Oklahoma, 70; Missouri, 65; Oregon, 36; South Dakota, 30; Kentucky, 26; and Vermont, 14. Texas held 198 county anniversary meetings and numerous community meetings. Probably one of the most historically significant gatherings was the one held on the Porter farm near Terrell, in Kaufman County, Tex., where the first demonstration was carried out more than 35 years ago. Guests of honor at many of these meetings were the pioneer extension organizers and some of the 202 extension workers with 25 years of service.

The reunion of 25 pioneer extension workers at Mississippi's farm and home week was the occasion for awarding them special service certificates. The unveiling of an anniversary plaque dedicated to the extension pioneer at the entrance to Townshend Hall at Ohio State University was one of the high lights of the Twenty-fifth anniversary program held

there in October, when various speakers pointed out the relationship of the Extension Service to farm, home, and business.

An evening of Massachusetts' farm and home week was climaxed with the presentation of a bronze plaque in memory of the founders of the Massachusetts Extension Service. At the conclusion of the exercises, each of the volunteer leaders presented a living spruce tree to a 4-H Club member to symbolize the passing on of the responsibility for the work to succeeding generations.

Many of the 4-H Clubs have been anniversary-minded in planning for their 4-H Club camps. At the New Mexico State 4-H Club encampment, the twenty-fifth anniversary birthday cake was cut and passed out to each of the delegates and leaders attending. Washington's State 4-H camp likewise featured the anniversary theme when the twenty-fifth year of extension work and the golden jubilee celebration of the founding of the State were merged into one. The theme for the 4-H Club educational displays at Rhode Island's fair was "25 Years of 4-H Club Progress." The anniversary of extension work was included in the program of the 4-H Club "Go to Church Sunday" held in New York State on May 7.

New York's May 8 celebration included a radio talk by Director Simons followed by a skit given by the Cornell Radio Guild on the history of extension. The Guild gave the skit on two other radio stations during the month. Transcriptions of the skit were made and sent to all the radio stations in the State.

Radio was a prominent feature of a number of anniversary programs, notably in Montana, Ohio, New Hampshire, and Colorado. Newspapers and farm magazines also

cooperated by running feature articles on the extension anniversary.

Virginia included several features relating to the extension anniversary in the program for the eleventh session of the Institute of Rural Affairs held in July.

The history of extension work in Kansas dating back to the early farmer institute days of the 1890's is vividly dramatized in a three-act play, *Extension Comes to Kansas*, written by J. W. Scheel, assistant extension editor, especially for the anniversary activities.

North Carolina homemakers of Sampson County, one of the State's 22 counties with 25 years of continuous home demonstration work, celebrated with a unique historical dramatization of what women and girls have done for better living on the farm during all those years. The history, showing 25 years of changes, was read by one of the homemakers. Sampson County's first home demonstration agent, Mrs. W. B. Lamb, appeared with a group of girls in the original 4-H uniforms to show how canning-club work began in the county. Arriving in an old automobile, the group pantomimed activities of early 4-H Club days, showing the peeling of tomatoes and the filling and packing of the cans. The Halls Community dramatized the changes in style of dress and showed how rural women and girls had learned to select and make their own clothes. Salemburg club demonstrated how gardens had improved and what they now contribute to the family's food supply. Westbrook club showed the evolution of cake icing from the sticky to the 7-minute creamy dry icing of today. Taylor's Bridge club presented a 25-year-ago kitchen with all its inconveniences and the up-to-date "save time, save steps, save money workshop" of today.

A quarter of a century of agricultural extension progress was the theme of Georgia's pageant given during farm-and-home week in Athens before a crowd of some 3,000 men and women. More than 600 extension workers, university employees, and Athens residents took part in the event. In 5 episodes the pageant depicted various cycles of extension work in Georgia before, during, and immediately following the World War by reviewing movements to control the boll weevil, cooperative planning by the family, curb marketing, the organizations for improvement of the State's agriculture, and extension programs to help solve the more recent problems in agriculture and the farm home.

Calling agricultural extension work the greatest movement in adult education the world has known, Dean Thomas P. Cooper of the College of Agriculture of the University of Kentucky said in addressing the people of three pioneer extension counties—Jackson, Clay, and Owsley: "When the history of extension work in Kentucky is written, its services will stand out as the most important contribution to the agricultural economic wealth and rural welfare that has been undertaken in the life of the State."



# Dr. Smith Receives Latvian Decoration



■ DR. C. B. SMITH, Chief of the Division of Cooperative Extension when he retired about a year ago, received the Commander's Cross of the Order of Three Stars conferred by the President of Latvia on the occasion of the tenth anniversary of the Latvian 4-H Club organization. The order

was conferred upon Dr. Smith as a token of the appreciation of his services in promoting friendship and cooperation between the 4-H movements of Latvia and the United States.

Dr. Smith received the insignia of the order from the Latvian Minister, Dr. Alfred Bilmanis, at the Latvian Legation.

## What Counts in Extension Work

**MRS. LAURA I. WINTER, Home Demonstration Agent, Sedgwick County, Kans.**

■ Twenty-two years in the Extension Service has brought the conviction that what rural people want and need from any extension worker is inspiration.

The job of an extension worker is no greater today than it was 22 years ago; but the appreciation of the importance and value of the service has grown through the years, and the training required of extension workers has been increased. The effectiveness of the service of the early day workers is evidenced by the fact that a high percentage of the farm people then, interested have stayed with the program throughout the years and have been and still are the backbone of the whole extension program.

From the beginning, the emphasis placed on higher standards of living has built up, through the years, a definite incentive to seek the higher things in life. The ultimate ob-

jective of the Extension Service may be given in a very few words, "to make rural America a better place in which to live," but the fulfillment of the objective means definite planning and work of people with vision and a willingness to give of themselves.

Encouraging the members of the farm family to develop themselves leads to better methods of agriculture and homemaking which, when kept alive in the farm homes and communities, gradually spreads over the Nation, building a more satisfactory rural life and living that, in turn, strengthens all endeavor.

It is the extension worker's obligation to encourage individual thinking and planning, and from this intelligent thinking will grow voluntary cooperation in groups. It is only to the extent that extension workers submerge themselves that the people assisted

get the experience, ability, and vision that help them to carry on and to improve their own operations.

Extension workers must have practical convictions on fundamental necessities and have the courage of their convictions. The development of a sound, workable, and result program takes time and patience. Spectacular events should be used on occasions, but the spectacular, if frequently repeated, weakens the main issue. Workers have many ideas. It is best to let many of the ideas cool off. If at the end of a week of hard work they look good, they will be worth trying.

On the other hand, workers should allow any idealism in their systems to come into being and cultivate it in building a vision of the ultimate objective, never forgetting that such simple things as a more convenient kitchen with a red geranium in the window, a turn-around driveway, a tree to shade the window are of much value in the whole scheme.

Most extension workers either have or acquire the vision of the ultimate objective, but owing to the fact that workers are few compared to the amount to be accomplished, some of the intangible ideals are lost sight of in the press of getting done the tangible things that insist on being done at the moment.

When Dr. Knapp said, "Your mission is to solve the problems of poverty, increase the measure of happiness, and to add to the universal love of country, the universal knowledge of the way to satisfactory living on the farms, and coordinate the forces of all learning to be useful and needful in human society," his words held a deeper meaning than appears on the surface.

The solving of the problems of poverty has more significance than increasing the income, although increasing the farm income is a fundamental necessity. Poverty in human life, however, is not limited to lack of money but, very often, to the lack of right attitude and appreciation of what life should be. The minds and souls of people may be much more poverty stricken than their purses.

There is not always a bumper crop or an adequate income from products raised. If there were, extension work would suffer. It is learning to be efficient enough to get a satisfactory life out of limited income (at times) that gives credit to the effort and labor necessary to build in people this ability to meet life's problems bravely as they develop.

Belief in the dignity and importance of whatever position held in the Extension Service and the faculty of cooperation with other organizations without losing identity, all contribute in establishing a successful program.

No matter what the world problems may be, or what tragic happenings we have close around us, family life and its affairs must be carried on somehow. The individual tasks on the farm and in the home, as making



beds, preparing meals, care of children, milking, feeding, and planting, must all be done by someone.

It is this "doing" on farms and in homes that is the incentive that keeps the Nation and democracy alive. The part of the extension worker in this "doing" is beyond payment in cash. The best return for the time spent in developing satisfactory living is the satisfaction obtained through loyalty to the high purpose for which extension work was founded.

## The President Calls Conference on Children

The 1940 session of the White House Conference on Children in a Democracy will convene in Washington, D. C., from January 18 to 20 at the request of President Roosevelt. The Secretary of Labor, Frances Perkins, will act as chairman of the conference. The membership will include representatives appointed by the Governors of the States and Territories; men and women leaders in the fields of sociology, medicine, education, and religion which affect the child; as well as representatives from organized groups in industry, labor, agriculture; professional and civic organizations; and Federal, State, and local administrative agencies of government. Mrs. Lydia A. Lynde, specialist in parent education, will represent the Federal Extension Service.

It is believed that the trend of events in the world today makes it necessary to include among the purposes of such a conference the relationship between a successful democracy and the children who form an integral part of that democracy. The progress made toward the goals set up in previous White House Conferences held in 1909, 1919, and 1930, will also be reviewed.

The conference program includes discussions on such subjects as aspirations for children in America as determined by democratic ideals, opportunities and services available to children in different parts of the country and in the several economic strata and population groups, and difficulties in the way of attaining desirable opportunities and services.

"The conference is not going to attempt to define or defend our American democracy though it may have to attempt to state some of its underlying purposes," stated Secretary Perkins. "Democracy is not only a form of Government, it is not only a matter of people living in liberty with each other; there is involved in it the experience of men in liking each other, in getting on together, and in using the friendship so generated to develop a better life and a better relationship for all the people who come after us. We need to take these things for granted in America and go on to see what more we can do with them in behalf of the children of the next generation."

## Michigan Puts on Potato Demonstrations

Demonstrations on the digging and grading of potatoes were given during the week of September 18 on the farms of five growers in the Lower Peninsula of Michigan.

Quality marketing is the goal of these programs which are sponsored cooperatively by the Michigan State Department of Agriculture and three agricultural college departments, those of farm crops, economics, and engineering.

Of Michigan's yearly 30-million-bushel potato crop, about 18 million bushels usually are marketed commercially. Two phases of potato production, harvesting and grading, were emphasized in the demonstrations.

Exhibits of machinery were prepared for the visitors, and in the contests in speed and efficiency in field packing and in grading, held in connection with the demonstrations, cash prizes were awarded to the winning junior and senior contestants.

## A Barn Tour . . .

brought out some 40 farmers in Grant County, Ind., reports County Agent F. E. Conder. This new and unique activity suggested by a newspaper man included visits to a large round barn, a general-purpose barn, and a new beef-cattle barn. A hog-and-beef cattle barn interested some farmers, whereas two new barns, dairy and horse-sheep combinations, gave other spectators new ideas.

## 4-H Clubs Rear Pheasants

Pheasant eggs and day-old pheasant chicks are being handled by the thousands by Michigan's enterprising 4-H boys and girls.

Approximately 6,000 eggs and 5,000 day-old chicks are the 1939 quotas provided by the Michigan State Department of Conservation from the State game farm at Mason. The State department thus cooperates through R. G. Hill, Michigan extension specialist in game management, with the State 4-H Club leaders.

Boys in Mount Pleasant High School proved among the most adept in records kept in 1938. They received 800 eggs free of charge. Chicks hatched numbered 500, and the ultimate release of adult birds was 200. This mortality may seem high, but this was considered a good record.

Similar results were obtained by groups of boys in Calhoun, Allegan, and Lenawee Counties.

The number released is extremely small compared with the estimated number existing in the wild, but other results appear valuable to the sponsors.

Not only do the boys and girls learn about life habits of wild game, but they acquire a deeper interest in conservation. They set

up winter feeding stations, prevent late spring burning, protect game by careful hunting methods, and plant helpful crops on eroded or unused areas on their farms. Local conservation clubs are credited with assistance in providing material for coops and runways, feed for the chicks, and sponsorship of delegates to the 4-H conservation camp held each fall at Chatham in the Upper Peninsula.

## AAA Dams

It is reported by Ben H. Barrett, county agent, and members of the county agricultural conservation committee that "more than 1,000 dams have been built in Emmons County, N. Dak., since construction of dam was instituted as an AAA soil-building practice." Applications are on file for the building of another 415 dams this year.

Construction of dams to advance soil conservation has gained great headway in many North Dakota counties with the encouragement offered by the Government farm program. At the same time, the water supplies thus obtained have been of material benefit to the livestock industry and have done much to restore favorable environment for desirable types of wildlife.

## Iowa Farmers in AAA

Between 85 and 90 percent of the farmers in Iowa—a record number—are participating in the AAA program this year, reported Walter W. Wilcox, Iowa State College agricultural economist, and C. W. Crickman, of the Federal Bureau of Agricultural Economics.

Cooperating farmers have reduced the planted acreage of corn in 1939 to a smaller figure than that of any year since 1934 and have greatly increased the State's area of hay and pasture crops.

Basis for the report of the economists was a survey of 615 carefully selected sample farms—so scattered as to be "typical" of the State-wide reaction of farmers to the program. Only 63 of the farmers are not in the program this year, and of these, 54 had previously cooperated with the AAA.

"So almost 99 percent of Iowa's farmers have been in AAA programs at least once in the 6 years that these programs have been in operation," the economists stated.

■ Sound motion pictures and illustrated lectures featured a series of Mississippi county and community meetings on land use during October.

The motion picture, *Wise Land Use Pays*, made in Mississippi by the State extension service and the United States Department of Agriculture, was shown, as well as the United States Department of Agriculture film, *The River*, one of the most impressive agricultural pictures ever made in this country.

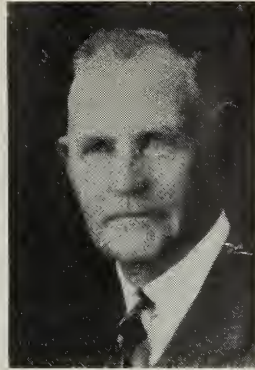




E. H. Loveland.



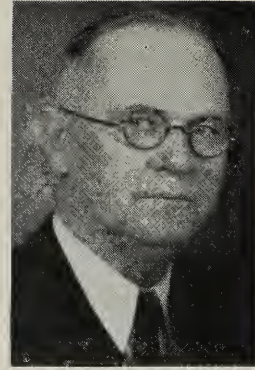
F. M. Shanklin.



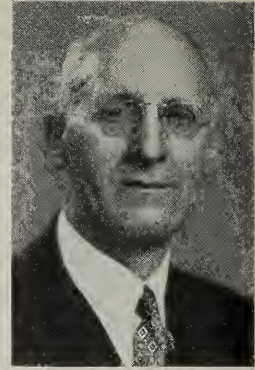
T. B. Wood.



Z. M. Smith.



J. C. Barnett.



T. A. Erickson.

## Who's Who Among the First County Agents

■ E. H. LOVELAND, extension dairyman, Vermont, has been devoting his efforts toward bettering Vermont dairy cows for more than 25 years.

After graduating from Dartmouth College in 1910, he served as tester for the Waterbury-Stowe Cow Testing Association, one of the first of such associations in Vermont. In 1913, after obtaining a master of science degree from the University of Nebraska, he was appointed assistant dairyman for the College of Agriculture of the University of Vermont, in which position he carried on various extension activities. From 1914 to 1919 he served as agricultural agent in Orange County, and from 1919 to 1925 as agricultural agent in Chittenden County. Since January 1926, he has been State extension dairyman and, in addition, has had charge of the dairy herd improvement association work and advanced registry work in Vermont. When he became extension dairyman in 1926, there were 17 associations in the State. Under his leadership, this number has increased to 36; but his ambition is to have 60 organized associations in Vermont.

Although his main interest lies in dairying, Mr. Loveland is also interested in Vermont agriculture as a whole; and on his farm, Ski Land Farm, in Stowe, Vt., he is trying to prove that a workable farm can be made self-supporting.

■ FREDERICK MCINTIRE SHANKLIN, assistant State leader of boys' and girls' 4-H Clubs in Indiana, began his work as assistant State leader of 4-H Clubs in Indiana on September 1, 1914. Thus he has devoted a quarter of a century to helping the farm boys and girls of the State to enjoy a more abundant life.

Coming to the Extension Service from public-school teaching, it was most logical that he regard 4-H Club work as an educational movement.

He has been responsible, primarily, for the organization and development of interest in

4-H swine, lamb, and colt clubs. Under his general leadership the enrollments in these clubs have increased from 661 to 6,552. However, the real achievement does not lie in the increase in numbers but rather in the improvement in quality of the animals produced by 4-H Club members and the consequent improvement of livestock on Indiana farms.

■ T. B. WOOD, district agent, Texas, was born in Rusk County and attended Rock Hill Institute.

Mr. Wood is one of the veterans of the Extension Service. He served as county agricultural agent from 1909 to 1918, when he came to the headquarters staff in his present capacity.

As district agent, Mr. Wood supervises the activities of county agricultural agents in extension district 9, the southeast Texas area.

■ DR. Z. M. SMITH, State leader of boys' and girls' 4-H Clubs and State supervisor of vocational education for Indiana, has served for 27 years as State 4-H Club leader and has directed the movement that has resulted in a growth in 4-H membership from a few hundred in 1912 to more than 49,989 youths in 1938.

Until the year 1912, 4-H Club work in Indiana consisted largely of local and county exhibits of corn, poultry, baked products, and butter. Club activities were not organized and supervised closely.

At the beginning of his service as State 4-H Club leader, Dr. Smith stated the principles upon which he has built a sound club program.

"In order to obtain good results," he said, "a thorough organization must be made under the direction of a county leader with the assistance of local community leaders. The work will not be successful unless the county and local leaders are interested and capable. Local leaders, both adult and young, must

be trained and developed for this important work."

Dr. Smith is the author of numerous bulletins on 4-H Club work and vocational agriculture and is joint author of textbooks on field crops, objectives and problems in vocational education, and Indiana geography. He served on the staff of the New York State Board of Regents that surveyed the cost and character of education in that State. He is a member of the State advisory committee of the United States Farm Security Administration. He also served as a member of the national committee on the survey of the training of public-school teachers.

■ J. C. BARNETT, Arkansas' oldest extension worker in point of service, has seen the development of extension work practically from its beginning; and such men as Dr. Seaman A. Knapp and J. A. Evans, who are names in extension history to many of today's workers, were his superiors and co-workers when demonstration work was first getting under way.

Shortly after graduation from Mississippi A. and M. College in 1907, Mr. Barnett was appointed district agent in the farmers' co-operative demonstration work, to be in charge of 10 northeast Louisiana parishes, with headquarters at Tallulah. At that time there were no agents in the parishes of his district, and his first work was to establish field demonstrations in each of the parishes to show farmers the methods of growing cotton under boll-weevil conditions. Also his job was to develop interest in establishing county agents, and within 1 year he was able to place a county agent in each of his 10 parishes.

In January 1910, Mr. Barnett was sent by the United States Government to Siam as advisor to the minister of lands and agriculture. After serving in this capacity for 2½ years, he returned to this country in June 1912 because of ill health.

After 6 months spent in regaining his



health, Mr. Barnett was appointed district agent for northwestern Arkansas, an area embracing about one-fourth of the State. He held this position continuously from January 1, 1913, to July 1, 1938, when he was placed in charge of all Negro extension work in the State.

Mr. Barnett, better known to his associates and friends as "Cap'n Jack," wears with a great deal of pride a diamond-studded Epsilon Sigma Phi key, the gift of appreciative and devoted county agents of his district.

■ T. A. ERICKSON, for 26 years State 4-H Club leader of Minnesota, is affectionately known to about 400,000 present and past club members in the Gopher State as "Dad" Erickson. He recalls that 4-H Club work had its beginning in an effort to stop the tide of young people moving from the farms to the city. In early years they placed emphasis on the development of better livestock and crops, without considering the effect on the young people themselves, he admitted.

Twenty-five years have changed the 4-H objectives, until now, Mr. Erickson says, "We are using a program to develop better livestock, crops, and home conditions as a means toward the larger goal of helping our boys and girls to develop themselves."

He looks with pride at the development of 7,200 voluntary, sincere local 4-H leaders and their ability to organize and carry out group efforts. Other high lights mentioned by Erickson in reviewing his achievements were: (1) Discovery of the farm home as a source of comfort and enjoyment for rural young people; (2) development of the contest plan for stimulating individual and group achievement by giving manly and womanly jobs to boys and girls; (3) thousands of parents have made partners of their children and helped them to become valuable and necessary spokes in the sterling wheel of a more wholesome home and community life.

T. A. Erickson has been Minnesota State 4-H Club leader since the early beginning of the work in 1912. Prior to that he was county superintendent of schools in Douglas County, Minn., for 10 years.

## Kansas Recreation Program

Some talent is to be found in everyone. Answering the need for developing and stimulating natural interest in dramatics, speech, and music, the Kansas recreation project was begun last year as a part of extension home economics training. Accomplishments in dramatic production include the 8 district festivals held for the 48 counties entering 36 plays and 26 musical groups; special interest groups in 31 counties were given suggestions on directing a play; 22 counties held home-talent festivals where 80 plays and 31 musical groups made up the program. Speech education and music is showing a widespread and growing interest. Twenty counties report new music organizations.

# The First 25 Years

**State and county anniversary publications** reviewing the history and achievement of the Extension Service have appeared in many States as a part of the silver anniversary celebration. Some of these attractive bulletins which have come to the editors are listed below:

The Extension Service in Connecticut, 1913-1938. 24 pp., illus. Conn. State Col. Ext. unnumb. Storrs, 1938. Story of extension told by pictures.

Twenty-five Years of Service Told With Pictures. Clarence A. Day. Maine Agr. Col. Ext. Bull. 243, illus. Orono, 1937.

Twenty-five Years of Progress, a Pageant of the Agricultural Extension Service. Presented during farm and home week at the University of Maine, March 31, 1938. Written and directed by May Pashley Harris. 31 pp. Orono, Maine, Univ. Press, 1938.

Twenty-five Years of Cooperation with Massachusetts Farmers. Willard A. Munson. Mass. State Col. Ext. Leaflet 168-A, 32 pp., illus. Amherst, 1939. "This report describes some of the changes that occurred in Massachusetts agriculture during the past 25 years and outlines the services available to rural people through the Massachusetts Extension Service."

4-H Clubwork in Massachusetts. G. L. Farley. Mass. State Col. Ext. Leaflet 168-B. 12 pp., illus. Amherst, 1939. "This report deals only with those phases of 4-H Club work which can be measured and can definitely show the changes which have taken place in this department during the past 25 years."

Madison County, Nebr., Farm Demonstrator, Twenty-five Years of Progress, 1914-1939. 4 pp. Nebr. Agr. Col. Ext. unnumb. Lincoln, 1939. Gives a chronological list of historical facts.

History of Dodge County, Nebr., Extension Service. Silver Anniversary Edition, 1914-1939. Compiled by Mrs. Frank Helt. Dodge County Extension Historian. 43 pp., illus. 1939.

Serving the Garden State 1912-1937. 22 pp. N. J. Agr. Col. Ext. unnumb. New Brunswick, 1937. Profusely illustrated.

Recollections of Extension History. J. A. Evans, Georgia. N. C. State Col. Ext. Circ. 224, 52 pp., illus. State College Station, Raleigh, 1938. A series of lectures on the history and philosophy of the demonstration work given at the North Carolina State College, Raleigh, January 1938.

Cooperating for Oregon Rural Betterment. Twenty-fifth Anniversary of Federal Cooperative Extension Service. F. L. Ballard. Oreg. State Col. Ext. Bull. 514. 56 pp., illus. Corvallis, 1938.

Photographic Review of Twenty-five Years

of Agricultural and Home Economics Extension in Berks County, Pennsylvania, 1914-1938. 60 pp., illus. 1938.

A History of Agricultural Extension Work in Tennessee, Twenty-five Years of Service to Rural Life—1914-1939. Almon J. Sims. 4 pp., illus. Tenn. Agr. Col. Ext. Pub. 223, Knoxville, 1939.

The Story of the Demonstration Work in Texas: a Sketch of the Extension Service of the Texas A. and M. College. Mrs. Lilla Graham Bryan. Texas Agr. Col. Ext. Bull. B-93, rev., 23 pp. College Station, 1938.

Select Quotations from Dr. Seaman A. Knapp. Published on the 100th Anniversary of the birth of America's Great Agricultural Statesman, Father of Cooperative Farm and Home Demonstration Work, December 16, 1933. O. B. Martin. Tex. Agr. Col. Ext. Circ. C-100, 8 pp., 1933.

Silver Anniversary Cooperative Demonstration Work 1903-1928. Proceedings of the Anniversary Meeting Held at Houston, Tex., February 5, 6, and 7, 1929. 164 pp., illus. Tex. Agr. Col. Ext. unnumb. College Station, 1928.

Twenty-five Years of Extension Work. Script for Remote Control Broadcast, KSL, June 3, 1939, Commemorating the Twenty-fifth Anniversary of the Founding of the Extension Service. Utah Agr. Col. Ext. Circ. N. S. 104. 14 pp., illus. Logan, 1939. "This circular is a verbatim report of the radio presentation."

Report, Twenty-five Years Extension Work 1914-1938. A. E. Bowman. Wyo. Agr. Col. Ext. Bull. 10, 32 pp., illus. Laramie, 1939.

## Historical Film Strips

As the Extension Service has had requests for film strips of general educational and recreational interest for the use of the 4-H Clubs, home demonstration clubs, and other rural organizations, two historical film strips have been prepared. They may be purchased at the prices indicated from the Photo Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Extension Service. The film strips are as follows:

Series 517. *Colonial Home Industries*.—This film strip was prepared to bring before the rural clubs of women and girls some textile home industries which developed through sheer necessity during the colonial days. 60 frames, 55 cents.

Series 555. *Homemaking in Colonial Days*.—This series depicts homemaking equipment in colonial days as contrasted with that on the modern farm. 64 frames, 55 cents.



## Help Wanted

If it were possible to obtain them, I should appreciate suggestions in the REVIEW on how to avoid too many meetings. We have a great deal of social life in this county and have made the attempt to use a community council to clear competing dates among organizations so that they may each have a chance for good attendance. Only one town so far has really tried this out. Two others have had leaders somewhat interested and would like to see if it can be worked.

The labor unions call for a limited number of hours, and I am wondering if we could call for a week with about 12 nights so that we could have 1 or 2 at home.—*E. E. Tucker, county agricultural agent, Tolland County, Conn.*

## The October Cover

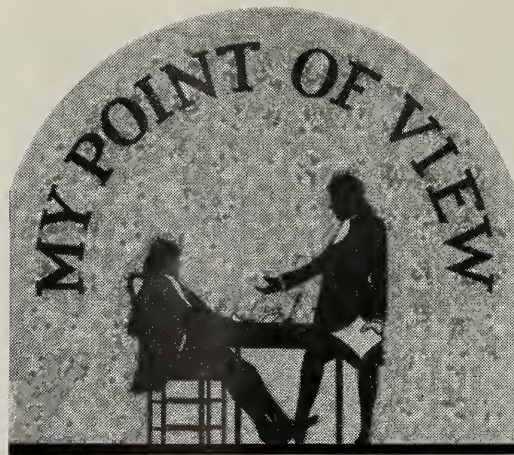
I am very much interested in the October Extension Service Review, particularly in the picture on the outside cover, which was originally taken on my suggestion and used on the cover of our circular dealing with grain elevators.

I think you would be interested to know that the company which owns this elevator is building three new concrete tanks with a total capacity of about 36,000 bushels to be used for storing loan corn. The capacity of the elevator was inadequate for them to handle loan corn because of the heavy requirement for space during the soybean harvest. In the future, when the stocks of loan corn are reduced more nearly to normal, a company like this will be able to use this space in connection with the storage of soybeans. Another feature of this new plant is that it is equipped with temperature-registering devices which are not usual in country elevators.—*L. J. Norton, professor of agricultural economics, University of Illinois.*

## Land Use Ranks First

Probably the most interesting feature of the discussions held last May in Washington, D. C., by a group of extension agents representing all States, and about evenly divided between agricultural and home demonstration agents, came the third day of the conference. The chairman wrote on the blackboard: "What is the most important farm problem of your people?" and polled the group for their answers, expecting and getting a two- or three-word expression for this answer which was written on the board.

Twenty-two of the agents voted land use as the most important problem of their county, 14 placed marketing first, 13 low income, 10 problems of farm and home management, 7 problems of land tenure, 6 the need for conservation or a lack of water, 5 price changes, 3 economic hazards, 3 insect



This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents.

pests or plant and animal diseases, and 2 felt that too many farm people was their big problem. One each placed the following items first: Need for a different farm life, competitive crops, fixed charges, and need for diversification.—*James R. Campbell, county agent, Genesee County, Mich.*

## Outlook

The outlook information has been of vital importance in planning the year's program of work. I have found the discussion method of presenting this material superior to any other means of presentation. At two township meetings I illustrated my lectures with charts, but at three other meetings I handled the outlook literature on a discussion basis. Although there has been quite a difference in the way the members of the various groups would get into the discussion, most discussions have been quite satisfactory.—*Maurice W. Soultz, agricultural agent, Franklin County, Iowa.*

## Color Slides Got Results

Color photographs of local scenes were unknown to the people of Mercer County, Mo., a year ago. As a matter of fact, extension work also was comparatively new to these people, and the present county agent himself had just been assigned to this county. The big problems were to get people out to meetings and to offer them convincing evidence that extension practices pay.

Without expensive equipment we began taking natural-color pictures as soon as we arrived in the county. In January 1939, we announced our first series of township meet-

ings at which local color slides would be shown. For the entire county-wide series, the average attendance at these meetings was 48 persons. The most nearly comparable series of meetings that had been held without color slides had an average attendance of only 29.

As to the value of color slides in getting the desired changes in farm practices, only general trends can be cited, but these are very favorable to color-picture projection. For instance, in our sheep-improvement campaign last winter we used colored slides showing the recommended practices and the consequent improvement in condition of ewes and lambs and the improvement in the fleeces observed the previous year. A recent tabulation of the sheep leaders' score cards shows a 41 percent increase in the number of farmers taking part in sheep-improvement work this year as compared to last.—*Herbert L. Koch, county extension agent, Mercer County, Mo.*

## A Time Budget

A REVIEW article on budgeting the agent's time would be welcome to me. We make project plans that include time for the specialist but do not include the necessary time for the agent to prepare for that program.

We are now in the process of colored-slide production. Further articles along this line would be helpful. Visual aids need to be sold to the Farm Bureau Boards and, perhaps, to county commissioners so that the agents may have good equipment.—*Preston Hale, county agricultural agent, Shawnee County, Kans.*

## ON THE CALENDAR

International Livestock Exposition, Chicago, Ill., December 2-9.

National 4-H Club Congress, Chicago, Ill., December 2-9.

Twentieth Annual Meeting of American Farm Bureau Federation, Chicago, Ill., December 4-8.

National Association of County Agricultural Agents, Chicago, Ill., December 6-7.

AAA Cotton Referendum, December 9.

American Phytolithological Society Meeting, Columbus, Ohio, December 27-31.

American Pomological Society Annual Convention in joint session with Massachusetts Fruit Growers Association, Worcester, Mass., January 3-5.

American National Live Stock Association Convention, Denver, Colo., January 11-13.

National Western Stock Show, Denver, Colo., January 13-20.

National Tobacco Distributors Convention, Chicago, Ill., January 17-20.

Southern Agricultural Workers Meeting, Birmingham, Ala., February 7-9.

Southwest Texas Boys' Fat Stock Show, San Antonio, Tex., February 21-24.



## IN BRIEF

### Intensive Land Use Planning

Four intensive land use planning counties in California made detailed maps, classified the land, determined the land use problem, and made farmer recommendations for a total of 11,161,600 acres. Accurate records of the time expended in each county showed a total of 1,576 man-days, of which almost two-thirds were contributed by the Extension Service and one-third by county and community committees.

### Iowa Lime Law

Under provisions of the Iowa County limestone law, county boards of supervisors are empowered to act as "bargaining agencies" and financing agencies for farmers needing quantities of limestone for soil improvement. Farmers may deposit cash for consignments or pay for them in five yearly installments. If they buy on credit, they can virtually make the lime "pay for itself" out of the increased yields it will bring.

Any group of farmer owners needing a total of 5,000 tons of lime, or 50 farmers who need any amount, may petition their county board to sell lime to them under the Iowa County limestone law.

### The Winter's Food

Forty curing plants in Mississippi cured 2,016,000 pounds of pork for 12,556 farmers during the past curing season, according to reports from county agents and plant managers.

Most of the products cured at the plants were used on farms. Curing plants have reduced meat losses on farms resulting from spoilage during unfavorable weather. They have also enabled producers to obtain a higher-quality product, according to Paul F. Newell, extension animal husbandman.

Extension specialists and county agents have assisted farmers and plant managers in conducting demonstrations on farm slaughtering, cutting, curing, and storage of pork products to eliminate losses and improve quality.

### Zuni 4-H Club

The 4-H jewelry club, of McKinley County, N. Mex., composed of nine members of the Zuni Indian pueblo, was organized in 1937 by O. L. Downing, county extension agent. Silver work and woodcraft were adopted as the projects to be undertaken; and Pete

Gonzalez, Indian Service employee, was chosen to supervise the work of the members.

Working in the largest all-Indian town in the United States, and speaking a language spoken by no other people, the Zuni 4-H craftsmen have turned out large numbers of rings, bracelets, and 4-H Club pins, for which there has been a steady demand.

There are excellent market possibilities for the club's output. The 4-H Club pin, which is made in the form of a four-leaf clover with raised edges, with a turquoise in the center and the letter "H" on each leaf, has been especially popular.

### Professional Improvement

To give its county agents and other extension workers an opportunity to keep abreast of the latest developments in using and dealing with the soil, the University of Florida College of Agriculture recently opened a special monthly course under the direction of Dr. F. B. Smith, professor of soils.

Agents will attend the course once monthly during the regular scholastic year, and credits they earn will be applicable to post-graduate records. Commenting on the new course, Dean H. Harold Hume said: "This is the first course of its kind that we have offered, and we are well pleased with the response we have had from county agents thus far. We think it will develop into a very important medium for keeping our agents informed on matters and problems pertaining to the soil."

### 4-H Purebreds

A county-wide interest in purebred swine has grown from the 1938 projects of six members of the Big Brown 4-H Club of Lawrence County, Ark., according to Assistant County Agent Lowell A. Goforth. The six registered, bred gilts which the club members bought looked so promising that farmers in the community put in their orders for pigs even before the gilts farrowed, and the boys sold some of their pigs for \$10 each.

This year, additional gilts have been introduced into the community through the medium of club work, Mr. Goforth said, and many of the farmers have also purchased purebred breeding stock.

### A Good Record

Lyon County, Kans., has 19 4-H Clubs in the county with more than 93 percent completion of projects. Nine of the nineteen clubs finished the year with 100 percent completion. Gersilda Guthrie, home demonstration agent, and E. L. McIntosh, county agricultural agent, report a present membership of 408, of which 204 are girls and 204 are boys.

## AMONG OURSELVES

■ STATE EXTENSION WORKERS on leave of absence for professional improvement in Washington, D. C., include Iowa's Home Furnishing Specialist Irma Garner; Assistant State Club Leader H. A. Pflughoeft, Minnesota; J. E. McClintock, extension editor, Ohio; and, from New York State, Assistant Editor G. S. Butts, and Albany County Club Agent Paul Thayer.

While in Washington they are taking special courses in the United States Department of Agriculture Graduate School and are working on research problems relating to their various extension fields.

■ THOMAS W. MORGAN, assistant to the director of the South Carolina Extension Service, has been granted leave of absence for advanced study at the University of Wisconsin. Mr. Morgan's major courses of study will be in agricultural economics.

Taking Mr. Morgan's place during his absence will be G. C. Meares, Clemson alumnus and for several years Dorchester County farm agent.

■ H. M. VOLLRATH, county agent, Hawaii County, and M. K. Riley, county agent, Honolulu County, Hawaii, have spent several months on the mainland studying extension work in a number of States and in Washington, D. C.

### CONTENTS

	Page
Needed—A Common Denominator—an editorial.....Amy Kelly, Mo.	Inside front cover
Virginians Make Progress in Correlating Rural Activities.....John R. Hutcheson	177
Texas County Plans Are Put to Work Chandler Atkinson	178
Ohio Farm-Unit Conferences Focus Extension Efforts.....G. W. Miller	179
Let's Write a Little.....F. H. Jeter, N. C.	180
Helping the Ohio School Girl To Dress the Part .....	181
Twenty-five Years in 4-H Club Work, Massachusetts.....	182
Two Million Acres of Cover Crops, Tennessee...	182
A Community Builds a Hospital, Arkansas...	182
Planning for Future Agricultural Progress Chris L. Christensen, Wis.	183
Better Gardens for Better Family Living Rhoda A. Hyde, Vt.	184
A Good Idea Grows.....James F. Keim, Pa.	185
Home Demonstration Work Steps Out, Oklahoma, Missouri.....	186
Extension Celebrates Silver Jubilee.....	187
Dr. Smith Receives Latvian Decoration.....	188
What Counts in Extension Work Mrs. Laura I. Winter, Kans.	188
The President Calls Conference on Children...	189
Who's Who Among the First County Agents...	190
The First 25 Years.....	191
My Point of View.....	192
In Brief .....	Page 3 of cover
Among Ourselves .....	Page 3 of cover



AN 2 1940  
 AN 4 1940  
 JAN 16 1940  
 JUL 3 - 1940  
 JUL 17 1940

13-77



also the doctor, lawyer, merchant, chief, and the laborer and housewife as well—all have a vital interest in the goal of a prosperous agriculture.

This is the theme of twelve new Producer-Consumer leaflets dealing with the relationships of farm families and city folks. Each leaflet is written in clear, simple style about a particular phase of the problems mutually affecting farm and city folks. The first is now ready for distribution and others will be available soon.

For reference . . . for discussion topics . . . for distribution at meetings or in the mail, the Producer-Consumer leaflets will guide the way to a better understanding of the programs, among them your own, working toward improved relationships between farm and town. Copies may be obtained upon request.

AGRICULTURAL  
 ADJUSTMENT ADMINISTRATION

#### Producer-Consumer Leaflets

- And So They Meet.—Farmers and city people: Both producers—both consumers. PC-1.
- The Things We Want.—Making abundance work for all. PC-2.
- On Tired Soil.—Poor soil means poor farm and city people. PC-3.
- Two Families—One Farm.—Stable tenure means better producers and better consumers. PC-4.
- To Buy Abundantly.—Producers of abundance deserve to be consumers of abundance. PC-5.
- Plenty.—Avoiding scarcity. PC-6.
- Between You and Me.—The distributor's place. PC-7.
- None Shall Go Hungry.—Sharing the surplus. PC-8.
- Grow Your Own.—Better home living means better production and consumption. PC-9.
- The Magic Carpet.—Protection for grassland is protection for cities. PC-10.
- The Farm Home and AAA.—Better farm income means better farm homes. PC-11.
- Country Life and AAA.—A permanent security for farm and city. PC-12.

UNITED STATES DEPARTMENT OF AGRICULTURE